RSAC 2025 Conference

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**SESSION ID:** ICWD-W09

# Women In Cyber: Accelerating Competitive Advantage and Customer Loyalty

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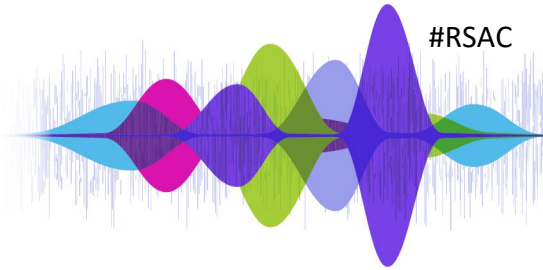


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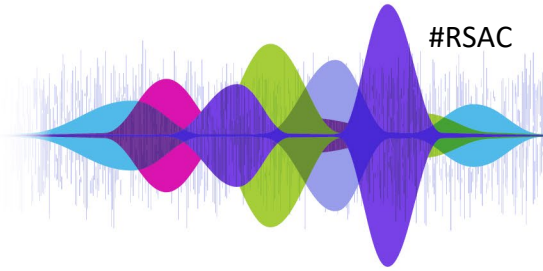

# Key Discussion Topics:

- Panel introduction from a cross-functional perspective
- How does your organization drive differentiation, competitive advantage or customer loyalty?
- How did your leadership drive impact for a team member, a project or customer/partner outcome?
- What benefits have you seen when we increase women in cyber?
- Practical steps that you can take to increase your own career development and/or organizational change

# Apply What You Have Learned Today

- Next week you should:
  - **Discuss:** what you heard today with three people to foster awareness & collaboration
- In the first three months following this presentation you should:
  - **Assess**: your open HC and see if there are obvious areas to **focus** on adding diversity
  - **Understand**: from front-line managers how they cultivate ideas from various groups of people on their team and **celebrate** those who act with intention
- Within six months you should:
  - **Recognize results**: customer wins or retention including a reference on the differentiation your company provided vs competitors due to your diverse team involved

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# Contact Our Panelists via LinkedIn